

InteriHOTEL 2017 brings together 4,000 professionals from the contract-hospitality sector

18 OCTUBRE, 2017

InteriHOTEL, the event specializing in hotel interior design held in Barcelona from 25th to the 27th of October, will have an exhibition area showcasing 200 brands and a series of conferences with 45 leading professionals from the contract-hospitality sector.



Organized by **CENFIM**, the upcoming edition of **InteriHOTEL Barcelona** will showcase **200 exhibiting brands** specializing in the hotel contract and interior design sector. The event is expected to attract **4,000 professional visitors** (hotel executives, architects, decorators and other opinion leaders in the field). Having firmly established its status as the leading hotel interior design event in Spain and among the most important in the sector in Europe, one of the key features of the event is the generation of business opportunities, as the main reason that a third of the professionals attend is to find suppliers for their **hotel refurbishment or construction projects**.

InteriHOTEL is an international event

This edition is expected to attract twice as many foreign visitors than last year's event. Moreover, 20% of the exhibitors are international brands. Another key feature is the international mission being organized, with the participation of opinion-leading studios and top executives in the field of design specializing in international hotel chains.



Unique sections and spaces

All of the exhibiting companies specialize in *contract-hospitality* projects. Participants include brands supplying **hotel interior design products** (furniture, textiles, floorings and wall coverings, outdoor furnishings, bathrooms, lighting and home automation) and companies that provide a **comprehensive turnkey service**.

Moreover, in the main **Exhibition Area**, there are five unique sections: **Materials & Tech Area**, a section reserved for manufacturers and distributors of technology and innovative materials for hotel interior design. This area is also the venue for **Speed Talks**, which are product presentations lasting 20 minutes. Meanwhile, the **Experience Area** is a space dedicated to invisible accessibility designed by the consultancy **Ilunion Tecnología y Accesibilidad** in collaboration with the **Fundación ONCE**.

Another key attraction for visitors is the **Design Area**, which consists of three signature design spaces, with the participation of **Denys & von Arend Studio**, **Mercè Borrell** and **Verum Hotel Development**. In addition, as in previous editions, the **Lounge Area** will be fitted out by leading Spanish design brands, with the collaboration of **RED-AEDE**.



The **Knowledge Area** is the venue for the presentations and discussion panels in which, this year, 45 leading national and international professionals from the contract-hospitality sector will be taking part.



International participants include guests from **Mexico, the Dominican Republic, the USA, Abu Dhabi and Dubai**, alongside other speakers who are leading hotel interior design professionals in the national scene.

(You can check out the presentation program on the InteriHOTEL website:

<http://www.interihotel.com/en/activities/full-program>)

All visitors to InteriHOTEL have free access to all the presentations in the **Knowledge Area** and the **Speed Talks** held in the **Materials & Tech Area**. They should register for the sessions free of charge on the following website: <http://www.interihotel.com/visitantes/registro>

Source: InteriHOTEL

Pictures from InteriHOTEL 2016

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